

Dienger, Whitney

# 55558 v4

**From:** Whitney Eversole [WEversole@strategicmediaplacement.com]  
**Sent:** Wednesday, September 19, 2012 5:25 PM  
**To:** Jacobs, Sarah  
**Cc:** Dienger, Whitney  
**Subject:** RE: Mandel Mkgd - WKRC

ok

**From:** Jacobs, Sarah [mailto:SJacobs@local12.com]  
**Sent:** Wednesday, September 19, 2012 5:17 PM  
**To:** Whitney Eversole  
**Cc:** Dienger, Whitney  
**Subject:** Mandel Mkgd - WKRC

N/A

9/21 7-8am @\$125 -4  
9/16 9-930am \$225 -11  
9/24 11a-12n \$250 -8  
9/15 930-10a \$225 -12  
9/19 7-8a \$125 -4  
9/19 11a-12n \$250 -8  
Total \$1200

MKGD

9/21 5-530a \$500 P2  
9/21 9-10a \$350 P2  
9/21 10-11a \$350 P2  
Total Back in \$1200

Please confirm.

Thanks

SAJ

**Sarah Jacobs**

Local Sales Manager

WKRC CBS 12/Local 12.2 The CW Cincinnati

513/763-5672

9/19/2012

ORDER



Orders	Order / Rev:	55558
	Alt Order #:	
	Product Desc:	2680 OH US SEN
	Estimate:	2680
	Flight Dates:	09/12/12 - 09/25/12
	Original Date / Rev:	09/11/12 / 09/20/12
	Order Type:	GENERAL

Local 12 WKRC-TV
LSM LSM
CVG
Local

Primary AE:  
Sales Office:  
Sales Region:

Agency	Name:	Strategic Media Placement
	Buying Contact:	
	Billing Contact:	
		7669 Stagers Loop
		Delaware, OH 43015

Cash
Broadcast
EOM/EOC
15%

Billing Type:  
Billing Calendar:  
Billing Cycle:  
Agency Commission:

Advertiser	Name:	Josh Mandel fo OHio US Senate
	Demographic:	HH
	Product Codes:	US Senate
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	107	\$46,900.00	\$39,865.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	107	\$46,900.00	\$39,865.00	0.00
Totals	107	\$46,900.00	\$39,865.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

Order Share	Share	Total
Local 12 WKRC-TV	41%	\$46,900.00
Market	100%	\$114,390.24

Competitive Share	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	20%	\$22,878.05
WLWT	20%	\$22,878.05
WSTR	10%	\$11,439.02
WXIX	9%	\$10,295.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	09/12/12	09/25/12	5a Good Morn Cincinnati	CM	5:30 AM-6:00 AM	11111--	:30	5	\$200.00	P-3	0.00	NM	8	\$1,600.00
5a Good Morn Cincinnati (5:30 AM-6:00 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--1-1--	2	\$200.00	0.00								
Week:		09/17/12	09/23/12	1-111--	4	\$200.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$200.00	0.00								
N 2	WKRC	09/12/12	09/25/12	6a Good Morn Cincinnati	CM	6:00 AM-6:30 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00
6a Good Morn Cincinnati (6:00 AM-6:30 AM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>								
Week:		09/10/12	09/16/12	--111--	3	\$250.00	0.00								
Week:		09/17/12	09/23/12	11111--	5	\$250.00	0.00								
Week:		09/24/12	09/30/12	11-----	2	\$250.00	0.00								
N 3	WKRC	09/12/12	09/25/12		CM	6:30 AM-7:00 AM	11111--	:30	5	\$250.00	P-3	0.00	NM	10	\$2,500.00

Order / Rev: 55558

Advertiser: Josh Mandel fo OHio US Senate

Alt Order #:

Product Desc: 2680 OH US SEN

Local 12 WKRC-TV

Flight Dates: 09/12/12 - 09/25/12

Estimate: 2680

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount						
6a Good Morn Cincinnati																					
6a Good Morn Cincinnati (6:30 AM-7:00 AM)																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	--111--	3	\$250.00	0.00														
		Week: 09/17/12	09/23/12	11111--	5	\$250.00	0.00														
		Week: 09/24/12	09/30/12	11-----	2	\$250.00	0.00														
N 4	WKRC	09/12/12	09/25/12	CBS This Morning	CM	7:00 AM-8:00 AM	111-1--	:30	4	\$125.00	P-3	0.00	NM	9	\$1,950.00						
CBS Morning News																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	--1-1--	2	\$125.00	0.00														
		Week: 09/17/12	09/23/12	111-1--	4	\$125.00	0.00														
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>												
5	WKRC	09/17/12-09/23/12	CBS This Morning	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM						
See MG 4.9,4.10,4.11																					
[No Avail]																					
6	WKRC	09/17/12-09/23/12	CBS This Morning	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM	7:00 AM-8:00 AM						
See MG 4.9,4.10,4.11																					
[No Avail]																					
9	WKRC	09/21/12-09/21/12	5a Good Morn Cincinnati	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM	5:00 AM-5:30 AM						
MG for 8.5,12.1,4.6,4.5,11.1,8.3																					
[Approved by Buyer]																					
10	WKRC	09/21/12-09/21/12	M-F 9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a	9a-10a						
MG for 8.5,12.1,4.6,4.5,11.1,8.3																					
[Approved by Buyer]																					
11	WKRC	09/21/12-09/21/12	M-F 10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a	10a-11a						
MG for 8.5,12.1,4.6,4.5,11.1,8.3																					
[Approved by Buyer]																					
Week: 09/24/12	09/30/12	11-----	2	\$125.00	0.00																
N 5	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	6a-8a Local 12 News Sat	6:00 AM-7:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00						
6a-8a Local 12 News Sat																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	-----1-	1	\$125.00	0.00														
		Week: 09/17/12	09/23/12	-----1-	1	\$125.00	0.00														
N 6	WKRC	09/15/12	09/22/12	6a-8a Local 12 News Sat	6a-8a Local 12 News Sat	7:00 AM-8:00 AM	-----1-	:30	1	\$125.00	P-3	0.00	NM	2	\$250.00						
6a-8a Local 12 News Sat																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	-----1-	1	\$125.00	0.00														
		Week: 09/17/12	09/23/12	-----1-	1	\$125.00	0.00														
N 7	WKRC	09/15/12	09/22/12	CBS This Morning Saturday	CM	8a-10a	-----1-	:30	1	\$150.00	P-3	0.00	NM	2	\$300.00						
Saturday Early Show																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	-----1-	1	\$150.00	0.00														
		Week: 09/17/12	09/23/12	-----1-	1	\$150.00	0.00														
N 8	WKRC	09/13/12	09/24/12	The Price is Right	CM	11a-12p	1-11----	:30	3	\$250.00	P-3	0.00	NM	2	\$500.00						
The Price is Right																					
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>														
		Week: 09/10/12	09/16/12	---1---	1	\$250.00	0.00														
		Week: 09/17/12	09/23/12	1-11----	3	\$250.00	0.00														
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>												
2	WKRC	09/17/12-09/23/12	The Price is Right	11a-12p	M-WTh-----	:30	(\$250.00)	0.00	NM												
See MG 10.6,10.7,10.8,10.9,10.10																					
[No Avail]																					
3	WKRC	09/17/12-09/23/12	The Price is Right	11a-12p	M-WTh-----	:30	(\$250.00)	0.00	NM												
See MG 4.9,4.10,4.11																					
[No Avail]																					
Week: 09/24/12	09/30/12	1-----	1	\$250.00	0.00																
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>												
5	WKRC	09/24/12-09/30/12	The Price is Right	11a-12p	M-----	:30	(\$250.00)	0.00	NM												
See MG 4.9,4.10,4.11																					
[No Avail]																					
N 9	WKRC	09/12/12	09/25/12		CM	12p-1230p	11111--	:30	5	\$250.00	P-3	0.00	NM	6	\$1,500.00						







# Spot Manager: All, 09/12/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Josh Mandel fo OHio US Senate												
Agency: Strategic Media Placement												
Station: WKRC-TV												
Order: 55558												
Line: 1												
09/12/12	Wednesday	5:40:44 AM	:30	\$200.00	TVGENN	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/14/12	Friday	5:54:48 AM	:30	\$200.00	TVGENN	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	2	LSM
09/17/12	Monday	5:54:23 AM	:30	\$200.00	TVGENN	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	3	LSM
09/19/12	Wednesday	5:40:23 AM	:30	\$200.00	TVGENN	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	4	LSM
09/20/12	Thursday	5:28:18 AM	:30	\$200.00	TVGENN	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	5	LSM
09/21/12	Friday	5:34:35 AM	:30	\$200.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	6	LSM
09/24/12	Monday	5:51:34 AM	:30	\$200.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	7	LSM
09/25/12	Tuesday	5:51:19 AM	:30	\$200.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	2680 OH US SEN	2680	P-3	8	LSM
											8	
											\$1,600.00	
Line: 2												
09/12/12	Wednesday	5:09:44 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/13/12	Thursday	5:29:47 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	2	LSM
09/14/12	Friday	5:13:19 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	3	LSM
09/17/12	Monday	5:13:01 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	4	LSM
09/18/12	Tuesday	5:13:37 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	5	LSM
09/19/12	Wednesday	5:23:22 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	6	LSM
09/20/12	Thursday	5:20:13 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	7	LSM
09/21/12	Friday	5:04:26 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	8	LSM
09/24/12	Monday	5:13:27 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	9	LSM
09/25/12	Tuesday	5:13:37 AM	:30	\$250.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	2680 OH US SEN	2680	P-3	10	LSM
											10	
											\$2,500.00	
Line: 3												
09/12/12	Wednesday	5:58:40 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/13/12	Thursday	5:53:58 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	2	LSM
09/14/12	Friday	5:37:39 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	3	LSM
09/17/12	Monday	5:39:15 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	4	LSM
09/18/12	Tuesday	5:45:08 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	5	LSM
09/19/12	Wednesday	5:43:04 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	6	LSM
09/20/12	Thursday	5:52:07 AM	:30	\$250.00	TVGENN	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	7	LSM
09/21/12	Friday	5:52:07 AM	:30	\$250.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	8	LSM
09/24/12	Monday	5:34:55 AM	:30	\$250.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	9	LSM
09/25/12	Tuesday	5:52:22 AM	:30	\$250.00		6a Good Morn Cincinna	(6:30:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	10	LSM
											10	
											\$2,500.00	
Line: 4												
09/12/12	Wednesday	7:59:25 AM	:30	\$125.00	TVGENN	CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/14/12	Friday	7:58:25 AM	:30	\$125.00	TVGENN	CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	2	LSM
09/17/12	Monday	7:58:54 AM	:30	\$125.00	TVGENN	CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	3	LSM
09/18/12	Tuesday	7:55:19 AM	:30	\$125.00	TVGENN	CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	4	LSM
09/21/12	Friday	9:15:25 AM	:30	\$350.00		M-F 9a-10a	9a-10a	2680 OH US SEN	2680	P-2	10	LSM
09/21/12	Friday	9:14:14 AM	:30	\$500.00		5a Good Morn Cincinna	(5:00:00 AM-5:30:00 A	2680 OH US SEN	2680	P-2	9	LSM

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/12/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Josh Mandel fo OHio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 55558

Line: 4

09/21/12	Friday	7:24:15 AM	:30	\$350.00		M-F 10a-11a	10a-11a	2680 OH US SEN	2680	P-2	11	LSM
09/24/12	Monday	7:59:26 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	7	LSM
09/25/12	Tuesday	7:49:21 AM	:30	\$125.00		CBS This Morning	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	8	LSM
				\$1,950.00							9	

Line: 5

09/15/12	Saturday	7:29:15 AM	:30	\$125.00	TVGENN	6a-8a Local 12 News Sa	(6:00:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/22/12	Saturday	7:23:54 AM	:30	\$125.00		6a-8a Local 12 News Sa	(6:00:00 AM-7:00:00 A	2680 OH US SEN	2680	P-3	2	LSM
				\$250.00							2	

Line: 6

09/15/12	Saturday	7:41:30 AM	:30	\$125.00	TVGENN	6a-8a Local 12 News Sa	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	1	LSM
09/22/12	Saturday	7:07:13 AM	:30	\$125.00		6a-8a Local 12 News Sa	(7:00:00 AM-8:00:00 A	2680 OH US SEN	2680	P-3	2	LSM
				\$250.00							2	

Line: 7

09/15/12	Saturday	7:34:27 AM	:30	\$150.00	TVGENN	CBS This Morning Satu	8a-10a	2680 OH US SEN	2680	P-3	1	LSM
09/22/12	Saturday	7:35:44 AM	:30	\$150.00		CBS This Morning Satu	8a-10a	2680 OH US SEN	2680	P-3	2	LSM
				\$300.00							2	

Line: 8

09/13/12	Thursday	7:28:48 AM	:30	\$250.00	TVGENN	The Price is Right	11a-12p	2680 OH US SEN	2680	P-3	1	LSM
09/20/12	Thursday	7:29:26 AM	:30	\$250.00	TVGENN	The Price is Right	11a-12p	2680 OH US SEN	2680	P-3	4	LSM
				\$500.00							2	

Line: 9

09/12/12	Wednesday	2:09:03 PM	:30	\$250.00	TVGENN	Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	1	LSM
09/14/12	Friday	2:09:29 PM	:30	\$250.00	TVGENN	Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	2	LSM
09/18/12	Tuesday	2:27:24 PM	:30	\$250.00	TVGENN	Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	3	LSM
09/20/12	Thursday	2:03:47 PM	:30	\$250.00	TVGENN	Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	4	LSM
09/24/12	Monday	2:16:38 PM	:30	\$250.00		Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	5	LSM
09/25/12	Tuesday	2:04:02 PM	:30	\$250.00		Local 12 News at Noon	12p-1230p	2680 OH US SEN	2680	P-3	6	LSM
				\$1,500.00							6	

Line: 10

09/12/12	Wednesday	2:29:28 PM	:30	\$200.00	TVGENN	Soap Rotator	1230p-2p	2680 OH US SEN	2680	P-3	1	LSM
09/14/12	Friday	2:28:42 PM	:30	\$200.00	TVGENN	Soap Rotator	1230p-2p	2680 OH US SEN	2680	P-3	2	LSM
09/15/12	Saturday	2:03:18 XM	:30	\$200.00	TVGENN	Bengals Nation	1135p-1205a	2680 OH US SEN	2680	P-3	8	LSM
09/16/12	Sunday	2:57:54 PM	:30	\$250.00	TVGENN	Sun 1135p-1205a	1135p-1205a	2680 OH US SEN	2680	P-3	9	LSM
09/16/12	Sunday	2:10:40 XM	:30	\$800.00	TVGENN	11p Sa-Su Local 12 Nw	(11:35:00 PM-12:05:00	2680 OH US SEN	2680	P-3	7	LSM
09/16/12	Sunday	2:26:43 PM	:30	\$1,600.00	TVGENN	Sun Spec	(10:30:00 PM-11:30:00	2680 OH US SEN	2680	P-4	6	LSM
09/16/12	Sunday	2:40:04 XM	:30	\$100.00	TVGENN	Sun 1205a-105a	(12:30:00 XM-1:30:00	2680 OH US SEN	2680	P-3	10	LSM
09/19/12	Wednesday	2:29:11 PM	:30	\$200.00	TVGENN	Soap Rotator	1230p-2p	2680 OH US SEN	2680	P-3	4	LSM
09/25/12	Tuesday	2:28:41 PM	:30	\$200.00		Soap Rotator	1230p-2p	2680 OH US SEN	2680	P-3	5	LSM
				\$3,750.00							9	

[Filtered by: ] [Sorted by: Station]



# Spot Manager: All, 09/12/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
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Advertiser: Josh Mandel fo OHio US Senate

Agency: Strategic Media Placement

Station: WKRC-TV

Order: 55558

Line: 11

09/23/12	Sunday	17:10 AM	:30	\$225.00		CBS Sun Morning	(9:00:00 AM-9:30:00 A	2680 OH US SEN	2680	P-3	2	LSM
											1	

Line: 12

09/23/12	Sunday	5:53:49 AM	:30	\$225.00		CBS Sun Morning	(9:30:00 AM-10:00:00	2680 OH US SEN	2680	P-3	2	LSM
											1	

Line: 13

09/16/12	Sunday	7:07:09 AM	:30	\$225.00	TVGENN	CBS Sun Morning	(10:00:00 AM-10:30:00	2680 OH US SEN	2680	P-3	1	LSM
09/23/12	Sunday	11:34 AM	:30	\$225.00		CBS Sun Morning	(10:00:00 AM-10:30:00	2680 OH US SEN	2680	P-3	2	LSM
											2	

Line: 14

09/16/12	Sunday	10:28:57 AM	:30	\$225.00	TVGENN	Face the Nation	1030a-11a	2680 OH US SEN	2680	P-3	1	LSM
09/23/12	Sunday	5:59:26 AM	:30	\$225.00		Face the Nation	1030a-11a	2680 OH US SEN	2680	P-3	2	LSM
											2	

Line: 15

09/12/12	Wednesday	5:07:03 PM	:30	\$350.00	TVGENN	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	2680 OH US SEN	2680	P-3	1	LSM
09/16/12	Sunday	2:58:32 PM	:30	\$9,000.00	TVGENN	Bengals vs Cleveland	(1:00:00 PM-4:00:00 P	2680 OH US SEN	2680	P-3	6	LSM
09/18/12	Tuesday	4:37:22 XM	:30	\$25.00	TVGENN	430-5a News	430a-5a	2680 OH US SEN	2680	P-4	8	LSM
09/19/12	Wednesday	4:42:36 XM	:30	\$25.00	TVGENN	430-5a News	430a-5a	2680 OH US SEN	2680	P-4	7	LSM
09/19/12	Wednesday	5:06:22 PM	:30	\$350.00	TVGENN	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	2680 OH US SEN	2680	P-3	3	LSM
09/20/12	Thursday	5:03:23 PM	:30	\$350.00	TVGENN	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	2680 OH US SEN	2680	P-3	4	LSM
09/24/12	Monday	5:12:35 PM	:30	\$350.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 P	2680 OH US SEN	2680	P-3	5	LSM
											7	

Line: 16

09/12/12	Wednesday	5:36:28 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	1	LSM
09/13/12	Thursday	5:51:40 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	2	LSM
09/14/12	Friday	5:37:12 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	3	LSM
09/17/12	Monday	5:57:39 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	4	LSM
09/18/12	Tuesday	5:53:05 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	5	LSM
09/19/12	Wednesday	5:42:41 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	6	LSM
09/20/12	Thursday	5:50:53 PM	:30	\$400.00	TVGENN	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	7	LSM
09/21/12	Friday	5:56:21 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	8	LSM
09/24/12	Monday	5:35:11 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	9	LSM
09/25/12	Tuesday	5:42:37 PM	:30	\$400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 P	2680 OH US SEN	2680	P-3	10	LSM
											10	

Line: 17

09/12/12	Wednesday	6:10:21 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	1	LSM
09/13/12	Thursday	6:27:33 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	2	LSM
09/14/12	Friday	6:27:56 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	3	LSM
09/17/12	Monday	6:28:10 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	4	LSM

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 09/12/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Josh Mandel fo OHio US Senate												
Agency: Strategic Media Placement												
Station: WKRC-TV												
Order: 55558												
Line: 17												
09/18/12	Tuesday	5:27:47 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	5	LSM
09/19/12	Wednesday	5:27:11 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	6	LSM
09/20/12	Thursday	5:29:11 PM	:30	\$500.00	TVGENN	6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	7	LSM
09/21/12	Friday	5:11:38 PM	:30	\$500.00		6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	8	LSM
09/24/12	Monday	5:27:46 PM	:30	\$500.00		6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	9	LSM
09/25/12	Tuesday	5:29:11 PM	:30	\$500.00		6p Local 12 News at Six	6p-630p	2680 OH US SEN	2680	P-3	10	LSM
											10	
Line: 19												
09/15/12	Saturday	4:38:38 PM	:30	\$600.00	TVGENN	SEC Football	(3:30:00 PM-7:00:00 P	2680 OH US SEN	2680	P-3	1	LSM
											1	
Line: 20												
09/12/12	Wednesday	11:26:04 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	1	LSM
09/13/12	Thursday	11:32:59 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	2	LSM
09/14/12	Friday	11:30:24 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	3	LSM
09/17/12	Monday	11:30:36 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	4	LSM
09/18/12	Tuesday	11:20:59 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	5	LSM
09/19/12	Wednesday	11:13:16 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	6	LSM
09/20/12	Thursday	11:26:26 PM	:30	\$800.00	TVGENN	11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	7	LSM
09/21/12	Friday	11:19:52 PM	:30	\$800.00		11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	8	LSM
09/24/12	Monday	11:18:19 PM	:30	\$800.00		11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	9	LSM
09/25/12	Tuesday	11:33:00 PM	:30	\$800.00		11p M-F Local 12 News	11p-1135p	2680 OH US SEN	2680	P-3	10	LSM
											10	
Line: 21												
09/15/12	Saturday	11:29:57 PM	:30	\$800.00	TVGENN	11p Sa-Su Local 12 Nw	11p-1135p	2680 OH US SEN	2680	P-3	1	LSM
09/22/12	Saturday	11:34:00 PM	:30	\$800.00		11p Sa-Su Local 12 Nw	11p-1135p	2680 OH US SEN	2680	P-3	2	LSM
											2	
Line: 22												
09/23/12	Sunday	11:11:51 PM	:30	\$800.00		11p Sa-Su Local 12 Nw	11p-1135p	2680 OH US SEN	2680	P-3	2	LSM
											1	
											107	
											107	
											107	
											107	
											107	
											107	

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